

KDNL TV/ABC 30 ST. LOUIS
CAMPAIGN PURCHASE REQUEST FORM

Date Avail Request Made: 8/10

Advertiser Making Request: D3cc

Political Party or

Nature of Advertising Message: Issue

Flight Dates: 8/11 - 8/22

Was the advertiser's message accepted by KDNL: Yes

If air time was purchased, what rates were charged? (See Attached)



KDNL
1215 Cole St
St Louis, MO 63106

Great American Media
1010 Wisconsin Ave NW
Ste 800
Washington, DC 20007

Contract # 1353349

Schedule Dates	08/11/12-08/22/12	Date Entered	08/10/12
Advertiser	DSCC Democratic Senatorial Campaign Committee	Last Modified	08/10/12
Agency	Great American Media (2231)	Entered By	Rita Schmidgall
Product	POLITICAL CANDIDATE SUPER PAC (ns) (1386)	CO-OP	No
Brand	1597/ DSCC IE (467052)	Headline #	ECR09788289
Salesperson	Millennium/DC, Washington DC (1108)	Demo	A35+
Sales Office	Millennium Washington DC	Order Type	Normal
Buyer Name	Bassett, Laura	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	49/53/1597	Commission	\$2,527.50
Account Types	National/Political Issue Agency BRD	Net Total	\$14,322.50
Billing Type	Standard	Sales Tax	
Comments	DSCC IE DSCC IE REP-FRAN BROWN		

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/13/12-08/17/12	2	:30	5A- 6A (EST)	1	1	1	1	1				5	\$20.00	\$100.00	ST LOUIS (KDNL)	AMERICA THIS MORNING	8/10/12
2.0	Normal Line / SPOT	08/20/12-08/22/12	2	:30	5A- 6A (EST)	1	1	1						3	\$20.00	\$60.00	ST LOUIS (KDNL)	AMERICA THIS MORNING	8/10/12
3.0	Normal Line / SPOT	08/13/12-08/17/12	2	:30	6A- 7A (EST)	1	1	1	1	1				5	\$45.00	\$225.00	ST LOUIS (KDNL)	ABC WORLD NEWS THIS MORNING & STL	8/10/12
4.0	Normal Line / SPOT	08/20/12-08/22/12	2	:30	6A- 7A (EST)	1	1	1						3	\$45.00	\$135.00	ST LOUIS (KDNL)	ABC WORLD NEWS THIS MORNING & STL	8/10/12
5.0	Normal Line / SPOT	08/13/12-08/17/12	2	:30	7A- ABC-Good Morning America	7	X	X	X	X	X			7	\$75.00	\$525.00	ST LOUIS (KDNL)	GOOD MORNING AMERICA	8/10/12
6.0	Normal Line / SPOT	08/20/12-08/22/12	2	:30	7A- ABC-Good Morning America	4	X	X	X					4	\$75.00	\$300.00	ST LOUIS (KDNL)	GOOD MORNING AMERICA	8/10/12
7.0	Normal Line / SPOT	08/11/12-08/18/12	2	:30	7A- ABC-Good Morning America Saturday	1						X		2	\$35.00	\$70.00	ST LOUIS (KDNL)	GOOD MORNING AMERICA-SATURDAY EDI	8/10/12
8.0	Normal Line / SPOT	08/13/12-08/17/12	3	:30	9-58A- ABC-The View	1	X	X	X	X	X			1	\$350.00	\$350.00	ST LOUIS (KDNL)	THE VIEW	8/10/12
9.0	Normal Line / SPOT	08/20/12-08/22/12	3	:30	9-58A- ABC-The View	2	X	X	X					2	\$350.00	\$700.00	ST LOUIS (KDNL)	THE VIEW	8/10/12
10.0	Normal Line / SPOT	08/19/12-08/19/12	2	:30	10A- ABC-This Week	1						X		1	\$350.00	\$350.00	ST LOUIS (KDNL)	THIS WEEK	8/10/12
11.0	Normal Line / SPOT	08/20/12-08/22/12	2	:30	4-01P- Anderson	2	X	X	X					2	\$250.00	\$500.00	ST LOUIS (KDNL)	ANDERSON COOPER	8/10/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:	Date:	Accepted Station:	Date:	Comments:
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St Louis (KDNL)		
By Broadcast Month	Spots	Rate
Aug. 2012	64	\$16,850.00
Grand Total:	64	\$16,850.00



KDNL
1215 Cole St
St Louis, MO 63106

Great American Media
1010 Wisconsin Ave NW
Ste 800
Washington, DC 20007

Contract # 13533349

Schedule Dates 08/11/12-08/22/12
Advertiser DSCC Democratic Senatorial Campaign Committee
Agency Great American Media (2231)
Product POLITICAL CANDIDATE SUPER PAC (ns) (1386)
Brand 1597/ DSCC IE (467052)
Salesperson Millennium/DC, Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name Bassett, Laura
Phone/Fax /
CPE 49/53/1597
Account Types National/Political Issue Agency BRD
Billing Type Standard
Comments DSCC IE
DSCC IE
REP-RAN BROWN

Date Entered 08/10/12
Last Modified 08/10/12
Entered By Rita Schmidgall
CO-OP No
Headline # ECR09788289
Demo A35+
Order Type Normal
Package Deal
Commission % 15.00
Commission \$2,527.50
Net Total \$14,322.50
Sales Tax

St Louis (KDNL)
By Broadcast Month
Aug. 2012
Grand Total: 64 \$16,850.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / SPOT	08/20/12-08/22/12	2	:30	5P- News-A8C 30 News at 5pm	2	X	X	X					2	\$175.00	\$350.00	St Louis (KDNL)	STL NOW ON KDNL@ 5P	8/10/12
13.0	Normal Line / Prime	08/21/12-08/21/12	1	:30	6:58P- 8P (CST)			1						1	\$1,200.00	\$1,200.00	St Louis (KDNL)	LAST MAN /	8/10/12
14.0	Normal Line / Prime	08/14/12-08/21/12	1	:30	9P- A8C-NY Med (Tuesday)			1						2	\$1,300.00	\$2,600.00	St Louis (KDNL)	NY MED	8/10/12
15.0	Normal Line / Prime Premium	08/15/12-08/15/12	1	:30	8P- A8C-Modern Family (Wednesday)				1					1	\$2,500.00	\$2,500.00	St Louis (KDNL)	MODERN FAMILY	8/10/12
16.0	Normal Line / Prime Premium	08/16/12-08/16/12	1	:30	8P- A8C-Time Machine (Thursday)					1				1	\$1,800.00	\$1,800.00	St Louis (KDNL)	WIPEOUT	8/10/12
17.0	Normal Line / Prime Premium	08/17/12-08/17/12	1	:30	6:58P- A8C-Shark Tank (Friday)					1				1	\$550.00	\$550.00	St Louis (KDNL)	SHARK TANK	8/10/12
18.0	Normal Line / Prime	08/17/12-08/17/12	2	:30	8P- A8C-20/20 (Friday)						1			1	\$800.00	\$800.00	St Louis (KDNL)	20 / 20	8/10/12
19.0	Normal Line / Prime	08/19/12-08/19/12	1	:30	8P- A8C-Extreme Makeover: Weightloss Edition (Sunday)							1		1	\$1,200.00	\$1,200.00	St Louis (KDNL)	EXTREME MAKEOVER: WEIGHT LOSS EDIT	8/10/12
20.0	Normal Line / SPOT	08/13/12-08/17/12	2	:30	10:01P- News-A8C 30 News at 10pm		1	1	1	1	1			5	\$175.00	\$875.00	St Louis (KDNL)	STL NOW ON KDNL@ 10P	8/10/12
21.0	Normal Line / SPOT	08/20/12-08/22/12	2	:30	10:01P- News-A8C 30 News at 10pm		1	1	1					3	\$175.00	\$525.00	St Louis (KDNL)	STL NOW ON KDNL@ 10P	8/10/12
22.0	Normal Line / SPOT	08/13/12-08/17/12	1	:30	10:35P- A8C-Nightline		4	X	X	X	X	X		4	\$125.00	\$500.00	St Louis (KDNL)	NIGHTLINE	8/10/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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Sales Office Millennium Washington DC
Buyer Name Bassett, Laura
Phone/Fax /
CPE 49/53/1597
Account Types National/Political Issue Agency/ BRD
Billing Type Standard
Comments DSCC IE
DSCC IE
REP-FRAN BROWN

Date Entered 08/10/12
Last Modified 08/10/12
Entered By Rita Schmidgall
CO-OP No
Headline # ECR09788289
Demo A35+
Order Type Normal
Package Deal
Commission % 15.00
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Net Total \$14,322.50
Sales Tax

St Louis (KDNL)
By Broadcast Month
Aug. 2012
Grand Total:
Spots 64
Rate \$16,850.00
\$16,850.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
23.0	Normal Line / SPOT	08/20/12-08/22/12	1	:30	10:35P- ABC-Nightline	1	1	1						3	\$125.00	\$375.00	St Louis (KDNL)	NIGHTLINE	8/10/12
24.0	Normal Line / SPOT	08/13/12-08/17/12	3	:30	11:02P- ABC-Jimmy Kimmel	2	X	X	X	X	X			2	\$65.00	\$130.00	St Louis (KDNL)	JIMMY KIMMEL	8/10/12
25.0	Normal Line / SPOT	08/20/12-08/22/12	3	:30	11:02P- ABC-Jimmy Kimmel	2	X	X	X					2	\$65.00	\$130.00	St Louis (KDNL)	JIMMY KIMMEL	8/10/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Rep Order# 9788289 Ver# 1 Status New
EC'd Yes

Traffic Order# 13553349
Printed: 08/10/2012 9:56 AM
Last Received: 08/10/2012 9:16 AM
Showing Buylines: All Lines

1 of 3

Station KDNL-TV ST. LOUIS MO
Advertiser () POLITICAL ISSUE GROU
Product DSCC IE
Estimate# 1597
Buyer Laura Bassett
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
1010 WISCONSIN AVE NW, SUITE 800
WASHINGTON, DC 20007
Agency C/P1/P2/E 49/53/1597
Flight Dates 08/11/2012 - 08/22/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () FRAN BROWN
Salesperson Phone# 215-563-5400
Salesperson FAX# 215-563-2974



--- CONTRACT COMMENT ---

DSCC IE *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
1	08/13-08/17	5A-6A	AMERICA THIS MORNING	2 :30	\$20.00	M-F	5	1	5	\$100.00
2	08/20-08/22	5A-6A	AMERICA THIS MORNING	2 :30	\$20.00	M-W	3	1	3	\$60.00
3	08/13-08/17	6A-7A	ABC WORLD NEWS THIS MORNING & STL	2 :30	\$45.00	M-F	5	1	5	\$225.00
4	08/20-08/22	6A-7A	ABC WORLD NEWS THIS MORNING & STL	2 :30	\$45.00	M-W	3	1	3	\$135.00
5	08/13-08/17	7A-9A	GOOD MORNING AMERICA	2 :30	\$75.00	M-F	7	1	7	\$525.00
6	08/20-08/22	7A-9A	GOOD MORNING AMERICA	2 :30	\$75.00	M-W	4	1	4	\$300.00
7	08/11-08/18	7A-8A	GOOD MORNING AMERICA- SATURDAY EDI	2 :30	\$35.00	SA	1	2	2	\$70.00
8	08/13-08/17	10A-11A	THE VIEW	29 :30	\$350.00	M-F	1	1	1	\$350.00
9	08/20-08/22	10A-11A	THE VIEW	3 :30	\$350.00	M-W	2	1	2	\$700.00
10	08/19-08/19	10A-11A	THIS WEEK	2 :30	\$350.00	SU	1	1	1	\$350.00
11	08/20-08/22	4P-5P	ANDERSON COOPER	2 :30	\$250.00	M-W	2	1	2	\$500.00
12	08/20-08/22	5P-530P	STL NOW ON KDNL@ 5P	2 :30	\$175.00	M-W	2	1	2	\$350.00
13	08/21-08/21	7P-8P	LAST MAN STANDING COOPER TON	1 :30	\$1,200.00	TU	1	1	1	\$1,200.00

Rep Order# 9788289 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 08/10/2012 9:56 AM
Last Received: 08/10/2012 9:16 AM
Showing Buylines: All Lines

2 of 3

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Advertiser () POLITICAL ISSUE GROU
Product DSCC IE
Estimate# 1597
Buyer Laura Bassett
Phone#
Fax#

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1010 WISCONSIN AVE NW, SUITE 800
WASHINGTON, DC 20007
Agency C/P1/P2/E 49/53/1597
Flight Dates 08/11/2012 - 08/22/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () FRAN BROWN
Salesperson Phone# 215-563-5400
Salesperson FAX# 215-563-2974

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
14	08/14-08/21	9P-10P	NY MED	1 : 30	\$1,300.00	TU	1	2	2	\$2,600.00
15	08/15-08/15	8P-830P	MODERN FAMILY	1 : 30	\$2,500.00	W	1	1	1	\$2,500.00
16	08/16-08/16	8P-9P	WPEOUT <i>Time Warner</i>	1 : 30	\$1,800.00	TH	1	1	1	\$1,800.00
17	08/17-08/17	7P-8P	SHARK TANK	1 : 30	\$550.00	F	1	1	1	\$550.00
18	08/17-08/17	8P-10P	20 / 20	1 : 30	\$800.00	F	1	1	1	\$800.00
19	08/19-08/19	8P-10P	EXTREME MAKEOVER: WEIGHT LOSS EDIT	1 : 30	\$1,200.00	SU	1	1	1	\$1,200.00
20	08/13-08/17	10P-1035P	STL NOW ON KDNL@ 10P	1 : 30	\$175.00	M-F	5	1	5	\$875.00
21	08/20-08/22	10P-1035P	STL NOW ON KDNL@ 10P	1 : 30	\$175.00	M-W	3	1	3	\$525.00
22	08/13-08/17	1035P-1105P	NIGHTLINE	1 : 30	\$125.00	M-F	4	1	4	\$500.00
23	08/20-08/22	1035P-1105P	NIGHTLINE	1 : 30	\$125.00	M-W	3	1	3	\$375.00
24	08/13-08/17	1105P-1205A	JIMMY KIMMEL	1 : 30	\$65.00	M-F	2	1	2	\$130.00
25	08/20-08/22	1105P-1205A	JIMMY KIMMEL	1 : 30	\$65.00	M-W	2	1	2	\$130.00

---REPORT TOTALS---

Report Totals: 64 / \$16,850.00

Rep Order# 9788289 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 08/10/2012 9:56 AM
Last Received: 08/10/2012 9:16 AM
Showing Buylines: All Lines

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Agency C/P1/P2/E 49/53/1597
Flight Dates 08/11/2012 - 08/22/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () FRAN BROWN
Salesperson Phone# 215-563-5400
Salesperson FAX# 215-563-2974

---SALES MONTHLY TOTALS---

Aug 12: 64 / \$16,850.00
Sales Totals: 64 / \$16,850.00
Station Totals: 64 / \$16,850.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$302,513

CABL	0%	KDNL	5%	KMOV	32%	KPLR	3%	KSDK	37%
KTVI	21%	UNKN	0%	WRBU	0%				

Books FEB12
Demos RA35+

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, DAN NAGELBERG
do hereby request station time concerning the following issue:

DSCC-IE

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	AS	ORDERED			

Total Charges:

This broadcast time will be used by: DSCC-IE

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☒ Yes
 ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

DSCL-IE

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

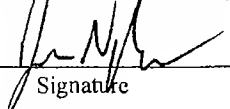
The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

MARTHA MCKENNA, DIRECTOR IE
430 S. CAPITOL ST SE
WASHINGTON DC 20003

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

4/27/12
Date

Signature
202-338-8700
Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted
 ☐ Accepted in Part
 ☐ Rejected

Signature

Printed Name

Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	AS ORDERED				

Total Charges:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.